

REMARKS

By this Amendment, claims 1-4 and 8-11 are cancelled, and claims 12-19 are added. Thus, claims 12-19 are active in the application. Reexamination and reconsideration of the application are respectfully requested.

The specification and abstract have been carefully reviewed and revised to correct grammatical and idiomatic errors in order to aid the Examiner in further consideration of the application. The amendments to the specification and abstract are incorporated in the attached substitute specification and abstract. No new matter has been added.

Also attached hereto is a marked-up version of the substitute specification and abstract illustrating the changes made to the original specification and abstract.

In item 1 on page 2 of the Office Action, the drawings filed with the application were identified by the Examiner to be informal. In response thereto, replacement formal drawings of Figures 1-4 are submitted concurrently herewith under a separate cover letter. Figure 3 was revised in order to correctly spell the term "Registered" in step S24 of Figure 3. Approval of the replacement formal drawings is respectfully requested.

In item 2 on page 3 of the Office Action, claims 1-4 and 8-11 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Atsom et al. (U.S. 6,607,136). This rejection is believed to be moot in view of the cancellation of claims 1-4 and 8-11. Furthermore, the Applicants respectfully submit that this rejection is inapplicable to new claims 12-19 for the following reasons.

The present invention, as recited in new claim 12, provides an advertisement system on the Internet. The advertisement system of new claim 12 includes an advertisement server site and at least one partner web site which provides a web page on the Internet and which contains e-mail addresses of affiliate users of the at least one partner web site. The advertisement server site comprises a first database for storing a plurality of advertisement banners and a respective identification of each of the plurality of the advertisement banners, and a second database for storing detailed advertisement contents each having a same identification as the identification of

one of the plurality of advertisement banners stored in the first database, respectively, so that the advertisement contents are linked with the advertisement banners, respectively.

The advertisement server site, as recited in new claim 12, also comprises advertisement banner providing means for providing the at least one partner web site with at least one advertisement banner among the plurality of advertisement banners stored in the first database, where the at least one advertisement banner is carried on the web page provided by the at least one partner web site. The advertisement server site also comprises receiving means for receiving an identification of the at least one advertisement banner and an e-mail address of an end-user from the partner web site when the end-user browses the web page of the partner web site at a terminal of the end-user and clicks on the at least one advertisement banner. Further, the advertisement server site also comprises retrieving means for retrieving advertisement content having the same identification as the identification received by the receiving means, and for delivering the retrieved advertisement content to the end-user terminal having the received e-mail address by e-mail.

Accordingly, as recited in new claim 12, when the end-user clicks on an advertisement banner on a web page of the partner web site, the receiving means receives the identification of the clicked-on advertisement banner and the e-mail address of the end user, and the retrieving means retrieves the advertisement content corresponding to the advertisement banner and delivers the corresponding advertisement content to the end-user by email.

In addition, the present invention, as recited in new claim 16, also provides an advertisement system on the Internet which includes an advertisement server site and at least one partner web site which provides a web page on the Internet. The advertisement server site, as recited in new claim 16, comprises a first database for storing a plurality of advertisement banners and a respective AD identification of each of the plurality of advertisement banners, a second database for storing detailed advertisement contents each having a same AD identification as AD identification of one of the plurality of advertisement banners stored in the first database, respectively, so that the advertisement contents are associated with the advertisement banners,

respectively, and a third database for storing user information including e-mail addresses of end-users.

The advertisement server site as recited in new claim 16 also comprises advertisement banner providing means for providing the at least one partner web site with at least one advertisement banner among the plurality of advertisement banners stored in the first database, where the at least one advertisement banner is carried on the web page of the at least one partner web site. Further, the advertisement server site also comprises determining means for determining whether an e-mail address of an end-user has been stored in the third database when the end-user accesses the web page of the at least one partner web site. The advertisement server site as recited in new claim 16 also comprises first receiving means for receiving the AD identification of the at least one advertisement banner provided by the advertisement banner providing means and an identification of the end-user from the partner web site when the end-user clicks on the at least one advertisement banner on the web page that is browsed at a terminal of the end-user and when the determining means determines that the e-mail address of the end-user has been registered in the third database. Further, the advertisement server site as recited in new claim 16 also comprises second receiving means for receiving a vacant e-mail from the terminal of the end-user when the end-user clicks on the at least one advertisement banner on the web page that is browsed at the terminal of the end user and when the determining means determines that the e-mail address of the end-user has not been registered in the third database, and for storing an e-mail address with a unique user identification that is allocated to the end-user whose email has not been registered in the third database, wherein the vacant e-mail contains the AD identification of the at least one advertisement banner and the unique user identification, and the AD identification and the unique user identification are embedded in the at least one advertisement banner together with a mailto tag that is indicative of an e-mail address of the advertisement server site. The advertisement server site as recited in new claim 16 also comprises retrieving means for retrieving an advertisement content having the received AD identification from the second database and an e-mail address having the user identification from the third database, and for delivering the

retrieved advertisement content to the terminal of the end-user with the retrieved e-mail address over the Internet by e-mail.

Accordingly, as recited in new claim 16, when the end-user clicks on an advertisement banner on a web page of the partner web site, the receiving means receives the identification of the clicked-on advertisement banner and the e-mail address of the end user. If the end-user's e-mail address is registered, the retrieving means retrieves the advertisement content corresponding to the advertisement banner and delivers the corresponding advertisement content to the end-user by email. On the other hand, as recited in new claim 16, if the end-user's e-mail address is not registered, the second receiving means receives a vacant e-mail containing the AD identification of the advertisement banner the end-user clicked on and a unique identification that is allocated to the end-user, thereby providing the advertisement server site with an e-mail address of the end-user. The retrieving means then retrieves the advertisement content corresponding to the advertisement banner and delivers the corresponding advertisement content to the end-user by email.

Atsom et al. discloses an interactive authentication system which allows a user to interact with merchants via an electronic device such as a television, radio or personal computer by using a personal card 10 for transmitting and receiving data to/from the electronic device with sound waves (see Column 7, lines 60-67, Column 8, lines 1-10, 20-27, 38-47 and 57-67). The card 10 transmits a data stream to the host electronic device (see Column 15, lines 42-8-48), and each card is associated with a group ID and an individual ID to allow a user to authenticate himself or herself (see Column 16, lines 24-32). The card, as operated by the user, can receive information such as simple facts, coupons, discount offers, promotional offers and incentive points from the host electronic device (see Column 45, lines 1-6). Furthermore, the card allows the user to authenticate himself or herself by pressing a button since the user's personal and/or financial information is pre-recorded in the card (see Column 45, lines 55-62). Accordingly, Atsom et al. merely provides an interactive authentication system which allows a user to communicate with external electronic devices through the use of a card which includes a memory for storing the user's personal and/or financial information. By using the card of Atsom et al., the user, instead

of ordering items on the Internet in the conventional manner by manually submitting personal and financial information, can operate the card to transmit sound waves to the host computer in order to order products from a merchant's web site.

However, despite the Examiner's assertion to the contrary, Atsom et al. does not disclose or suggest receiving means for receiving an identification of the at least one advertisement banner and an e-mail address of an end-user from the partner web site when the end-user browses the web page of the partner web site at a terminal of the end-user and clicks on the at least one advertisement banner, as recited in new claim 12. Furthermore, Atsom et al. also does not disclose or suggest retrieving means for retrieving advertisement content having the same identification as the identification received by the receiving means, and for delivering the retrieved advertisement content to the end-user terminal having the received e-mail address by e-mail, as recited in new claim 12.

Moreover, despite the Examiner's assertion to the contrary, Atsom et al. clearly does not disclose or suggest the first receiving means for receiving the AD identification of the at least one advertisement banner provided by the advertisement banner providing means and an identification of the end-user from the partner web site when the end-user clicks on the at least one advertisement banner on the web page that is browsed at a terminal of the end-user and when the determining means determines that the e-mail address of the end-user has been registered in the third database, as recited in new claim 16. Furthermore, Atsom et al. does not disclose or suggest the second receiving means for receiving a vacant e-mail from the terminal of the end-user when the end-user clicks on the at least one advertisement banner on the web page that is browsed at the terminal of the end user and when the determining means determines that the e-mail address of the end-user has not been registered in the third database, and for storing an e-mail address with a unique user identification that is allocated to the end-user whose email has not been registered in the third database, wherein the vacant e-mail contains the AD identification of the at least one advertisement banner and the unique user identification, and the AD identification and the unique user identification are embedded in the at least one advertisement banner together with a mailto tag that is indicative of an e-mail address of the advertisement server site, as recited in new claim

16. In addition, Atsom et al. does not disclose or suggest the retrieving means for retrieving an advertisement content having the received AD identification from the second database and an e-mail address having the user identification from the third database, and for delivering the retrieved advertisement content to the terminal of the end-user with the retrieved e-mail address over the Internet, as recited in new claim 16.

Therefore, Atsom et al. clearly does not disclose or suggest each and every limitation of new claims 12 and 16. Accordingly, new claims 12 and 16 are clearly allowable over Atsom et al. since Atsom et al. does not disclose or suggest each and every limitation of new claims 12 and 16.

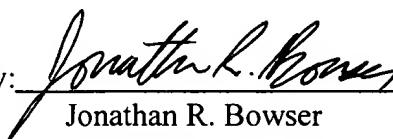
Because of the clear distinctions discussed above, the Applicants respectfully submit that Atsom et al. does not disclose or suggest each and every limitation of new claims 12 and 16. Furthermore, it is submitted that the distinctions are such that a person having ordinary skill in the art at the time the present invention was made would not have been motivated to modify Atsom et al. in such a manner as to result in, or otherwise render obvious, the present invention as recited in new claims 12 and 16. Therefore, it is respectfully submitted that new claims 12 and 16, as well as new claims 13-15 and 17-19 which depend therefrom, are clearly allowable over Atsom et al.

In view of the foregoing amendments and remarks, it is respectfully submitted that the present application is clearly in condition for allowance. An early notice thereof is respectfully solicited.

If, after reviewing this Amendment, the Examiner feels there are any issues remaining which must be resolved before the application can be passed to issue, it is respectfully requested that the Examiner contact the undersigned by telephone in order to resolve such issues.

Respectfully submitted,

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INTERNET ADVERTISEMENT SYSTEM

BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention relates generally to a
5 technique for delivering advertisements through the
Internet to users, and more particularly, to an
advertisement system on the Internet wherein detailed
advertisement information associated with advertisement
banners can be delivered to users easily and unobtrusively
10 by e-mail.

2. Description of the Related Art

A variety of web pages on the Internet now carry
advertisement banners. When an end-user clicks on an
advertisement banner on a web page, the end-user terminal
15 is connected to a server hosting the web page of the
advertiser which owns the banner, and the server then
enables an end-user to view a copy of the page that is
linked to the banner at the end-user's ~~their~~ terminal.
Although an end-user simply needs to click on an
20 advertisement banner to receive advertisement banner-linked
contents, there ~~inevitably there~~ will be times when an end-
user is unable to follow such a link and view an
advertiser's page. Not only is it time consuming to follow
a link to a page and then view the contents, it is also all
25 ~~so~~ intrusive for a viewer. Consequently, certain
situations will preclude an end-user from following a
banner link, such as participation in a chat room,
participation at a game site, computer use at the workplace,
and so on. Thus, although an end-user ~~end-user~~ may wish to
30 view a page that is linked to an advertisement banner, the
end-user ~~they~~ may be constrained from doing so. Such
constraints represent a potential loss of business for the
owners of advertisement banners. In addition, there will
always be a case when an end-user, although not constrained
35 from viewing an advertisement banner linked page, would
rather not do so at the time the banner appears, preferring
to delay such activity until some later time.

Conventional advertisement systems that are employed

on the Internet, however, are unable to cater to the needs of users who are either constrained from viewing or disinclined to view advertisement banner-linked contents at the time an advertisement banner appears.

5 SUMMARY OF THE INVENTION

The present invention has been accomplished in order to overcome the above-described~~with a view to overcoming these~~ problems of the prior art. Namely, it is an object of the present invention to provide an Internet
10 advertisement system which will enable an end-user to acquire advertisement banner-linked contents unobtrusively, by using a single click operation, and to then view such contents at the end-user's leisure at some later time, as desired. To achieve this object, the present invention
15 provides an advertisement system on the Internet consisting of an advertisement server site, and at least one partner web site which provides a web page on the Internet and contains e-mail addresses of affiliate users, the advertisement server site comprising:

20 (a) a first database for storing advertisement banners with respective identifications of the advertisement banners;

(b) a second database for storing detailed advertisement contents each having the same identification
25 as the identification~~that~~ of one of the advertisement banners stored in the first database, so that the advertisement contents ~~are thereby being~~ associated (linked) with the advertisement banners, respectively;

(c) means for providing the partner web site with at
30 least one advertisement banner that is stored in the first database, the advertisement banner being carried on the web page that is provided by the partner web site;

(d) means for receiving an identification of the advertisement banner and an e-mail address of a user from
35 the partner web site, when the web page of the partner web site is browsed on ~~at the user~~ terminal of the user and the advertisement banner thereon is clicked; and

(e) means for retrieving an advertisement content

having the same identification as the received
identification of the advertisement banner, one and
delivering the advertisement content to the user terminal
with the received_e-mail address by e-mail.

5 Therefore, the The system according to the present
invention makes it possible to include an advertisement
banner in an e-mail that is delivered from a partner web
site, rather than simply carrying the banner on a web page.

 The present invention further provides an
10 advertisement system on the Internet including an
advertisement server site and at least one partner web site
which provides a web page on the Internet, the
advertisement server site comprising:

 (a) a first database for storing advertisement
15 banners with respective AD identifications;

 (b) a second database for storing detailed
advertisement contents each having the same AD
identification as the AD identification ~~that~~ of one of the
advertisement banners stored in the first database, so that
20 the advertisement contents ~~are thereby being~~ associated
(linked) with the advertisement banners, respectively;

 (c) a third database for storing end-user information
including_e-mail addresses of users;

 (d) means for providing the partner web site with at
25 least one advertisement banner that is stored in the first
database, the advertisement banner being carried on the web
page of the partner web site;

 (e) determining means for determining whether an e-
mail address of an end-user has been stored in the third
30 database when the end-user accesses the web page of the
partner web site;

 (f) ~~means, in response to the determination that~~
~~the e-mail address of the end-user has been registered in~~
~~the third database,~~ for receiving the AD identification of
35 the banner and an identification of the end-user from the
partner web site, upon the end-user clicking the banner in
the web page that is browsed at the end-user terminal when
the determining means determines that the e-mail address of

the end-user has been registered in the third database;

(g) means, ~~in response to the determination that an~~
~~e-mail address of the end-user has not been registered in~~
~~the third database,~~ for receiving a vacant_e-mail from the
5 end-user terminal, upon the end-user clicking the banner in
the web page that is browsed on the end-user terminal when
the determining means determines that an e-mail address of
the end-user has not been registered in the third database,
~~the vacante-mail containing the AD identification of the~~
10 ~~banner and a unique user identification allocated to the~~
~~end-user, which are embedded in the banner together with a~~
~~mailto: tag indicative of thee-mail address of the~~
~~advertisement server site, and for storing an e-mail~~
~~address with the end-user identification stored in the~~
15 ~~third database, wherein the vacant e-mail contains the AD~~
~~identification of the advertisement banner and a unique~~
~~user identification that is allocated to the end-user which~~
~~are embedded in the advertisement banner together with a~~
~~mailto: tag that is indicative of the e-mail address of the~~
20 advertisement server site; and

(h) means for retrieving an advertisement content
having the received AD ID from the second database and an
e-mail address having the user ID from the third database,
and for delivering the content through the Internet to the
25 end-user terminal having the retrieved_e-mail address.

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a block diagram explaining a general
configuration of an advertisement system on the Internet
according to the present invention.†

30 Fig. 2 is a flowchart explaining an operation of a
first embodiment of the advertisement system illustrated in
Fig. 1.†

Fig. 3 is a flowchart explaining an operation of a
second embodiment of the advertisement system illustrated
35 in Fig. 1.† and

Fig. 4 is a diagram illustrating a message box or
message dialog for sending a vacant e-mail which pops up
when an advertisement banner is clicked.

DETAILED DESCRIPTION OF THE INVENTION

Fig. 1 is a block diagram showing an advertisement system on the Internet according to the present invention. The advertisement system comprises an advertisement server site 3 and web sites 4 which are partners of the advertisement server site 3. The advertisement server site 3 includes an advertisement banner providing server 31 for providing the partner web sites 4 with advertisement banners which are each comprised of a GIF image or the like, a user registration server 32 for receiving end-user information including at least e-mail addresses of end-users and storing the end-user information ~~them~~ in the advertisement server site 3, and a content mailing server 33 for delivering advertisement banner-linked contents to end-user terminals 2 by e-mail, ~~advertisement banner-linked contents~~. Each of the end-user terminals 2 may be a personal computer or a mobile phone that is connectable to ~~with~~ the Internet 1.

The advertisement server site 3 also comprises an advertisement banner database 34 that is connected to the banner providing server 31, an end-user database 35 that is connected to the end-user registration server 32, and an advertisement content database 36 that is connected to the content mailing server 33.

The advertisement banner database 34 stores the advertisement banners of GIF images or the like together with advertisement identifications (AD IDs), which are read out therefrom by the banner providing server 31, and transferred to the partner web sites 4. The end-user database 35 registers, as end-user information, "e-mail address" of each end-user, and if possible, "user name", "end-user registration date", "sex," "age," "hobby," "number of banner click times" and similar identification information ~~so on~~ of the end-user. The end-user information is generally obtained from the partner web sites 4 which usually have obtained the end-user information ~~it~~ as affiliate end-user information. The content database 36 stores advertisement banner-linked contents corresponding

to the respective advertisement banners in the banner database 34. The advertisement banner and its linked contents are provided with the same AD ID. The advertisement banner-linked contents may be text
5 information, image information, or a combination of text information and image information~~the two~~.

The partner web sites 4 may be net-game service sites, chat room service sites and/or E-commerce sites having web-page-providing functions, although the partner web sites 4
10 are though it is not intended to be restricted to these types of sites~~restrict the partner web sites 4~~. Each of the partner web sites 4 receives some of the previously contracted advertisement banners that are read out from the banner database 34 by the banner providing server 31, and
15 places the advertisement banners~~them~~ on their web pages. It is also possible to carry the banner on an e-mail to be transmitted from a mail server which may be included in the designated partner web sites 4.

Now, a more detailed configuration of the
20 advertisement system illustrated in Fig. 1 will be clarified by explaining an operation thereof with reference to the flowchart shown in Fig. 2.

The procedure starts in at Step S1 with ~~access by~~ an end-user accessing to a particular partner web site 4 which
25 hosts, for example, a net-game web page. ~~At On the net-game web page,~~ at least one advertisement banner that is provided from the advertisement server site 3 is carried (located) on the net-game web page. Then, in Step S2 the net-game web page is browsed at the end-user terminal 2, ~~at~~
30 ~~Step S2~~. While playing the net-game, the end-user directs his/her~~their~~ attention to the advertisement banner appearing at the end-user terminal 2, and clicks the banner ~~in on it~~ at Step S3, thereby causing an AD ID that is embedded in the clicked banner to be transmitted to the
35 partner web site 4. Then, it is determined in at Step S4 whether the player is an affiliate of the partner web site 4 and thus whether the partner web site 4 has obtained his/her information containing at least his/her e-mail

address. If so, in Step S5, the partner web site 4 transfers, ~~at Step S5~~, the end-user information as well as the received AD ID to the advertisement server site 3.

In the advertisement server site 3, the end-user
5 information is registered or updated in the end-user database 35 by the end-user registration server 32, and thereafter, the end-user information and the AD ID of the clicked banner are transferred to the content mailing server 33. In~~At~~ step S6, the content mailing server 33
10 reads from the content database 37, obtains the advertisement banner-linked content having the same AD ID as the AD ID that was~~that~~ received, and delivers the advertisement-linked content~~it~~ through the Internet 1 to the end-user terminal 2 having the received e-mail address.
15 The advertisement banner-linked content may be sent as an appendix (attachment) to an e-mail or in the actual e-mail text. Thus, advertisement banner-linked content can be delivered to the end-user by e-mail. In this way, an end-user is able to obtain an advertisement banner-linked
20 content by a single click operation while enjoying an~~a~~ game uninterrupted game. The AD ID of the clicked banner can also be stored in the end-user database 35 so as to build an information base of~~on~~ an end-user's interests and preferences.

25 On the other hand, if it is determined in~~at~~ Step S4 that the end-user is not an affiliate of the partner web site 4 (which means that the partner web site 4 has not obtained an e-mail address of the end-user), the partner web site 4, in Step S7, sends a dialog to the end-user
30 terminal 2 requesting the end-user to enter his or her e-mail address ~~at Step S7~~. If it is determined in Step S8 that the end-user enters his or her~~the~~ e-mail address ~~at Step S8~~, the procedure goes from Step S8 to Step S5. If the end-user does not wish to enter his or her e-mail
35 address, ~~at Step S9~~ the partner web site 4, in Step S9 sends a message to the end-user terminal 2 that no advertisement banner-linked content will be sent.

When a partner web site 4 provides a web page on

which only affiliate end-users can, for example, enjoy a game or the like, the web site 4 usually has information including the e-mail addresses of the affiliate end-users. Therefore, the advertisement server site 3 can easily
5 obtain an e-mail address of an end-user who has clicked on a banner on the web page, from the partner web site 4. The same is true in a case where one or more advertisement banners are carried on e-mails which are sent to user terminals 2 from partner web sites 4, because ~~the~~their e-mail addresses of the end-users have been registered in the
10 web sites 4.

In this way, an end-user can view advertisement banner-linked content at his or her leisure at a later time.

Fig. 3 is a flowchart illustrating another example of
15 a procedure of the advertisement system according to the present invention. ~~In Step~~At Steps S21 and S22, an end-user accesses a web page of a partner web site 4, and the page is browsed at the end-user terminal 2 in Step S22. Then, ~~in~~at Step S23, the partner web site 4 searches for an identification of the end-user. The search may be executed by determining whether a cookie or a unique number functioning as the end-user ID has been allocated to the end-user terminal, and if so, by determining whether the end-user ID has been registered. If an identification of
20 the end-user ID is found ~~in~~at Step S23, the procedure goes to Step S24 where the partner web site 4 inquires of the advertisement server site 3, by using the end-user ID, whether end-user information including an e-mail address has been registered in the end-user database 35.

30 If the end-user information has been registered in the end-user database 35, the partner web site 4 embeds the end-user ID in at least one banner, which in turn is displayed on the web page ~~in~~at Step S25. When the banner is clicked on by the end-user, the embedded end-user ID and
35 AD ID are transferred to the advertisement server site 3 ~~in~~at Step S26. Then ~~in~~at Step S27, an e-mail address and advertisement banner-linked content are ~~respectively~~ retrieved from the end-user database 35 and the

advertisement content database 36, respectively by using
the received end-user ID and AD ID, and the banner-linked
content is delivered to the end-user terminal by e-mail.

On the other hand, if neither the end-user ID nor
5 end-user information (or e-mail address) is found inat
~~Steps~~Step S23 and S24, the procedure goes to Step S28, ~~at~~
~~which~~ where the partner web site 4 embeds a "from tag"
including a "mailto: tag" for sending a vacant e-mail and a
"unique ID" that is allocated to the end-user, into at
10 least one banner. Then, the banner is inserted in the web
page and browsed at the end-user terminal 2. The "from
tag" can be written as follows, for instance:

```
<form method="post" action="mailto:xxxx@(AD server)">  
  <input type="hidden" name="subject" value="AD ID-END-USER  
15 ID">  
  <input type="image" src="BANNER.gif">  
</form>
```

As will be apparent from the above, the from tag also
contains the AD ID of the banner. The partner web site 4
20 further sends the end-user ID as a cookie to the end-user
terminal 2.

Subsequently, inat step S29, a message box as shown
in Fig. 4 pops -up when an end-user clicks on the banner.
If the end-user then clicks on an "OK" button which appears
25 on the message box, a vacant e-mail with the end-user's e-
mail address, the end-user's ID and the AD ID are sent to
the advertisement server site 3 inat Step S30. The e-mail
address of the end-user is stored in the end-user database
35, together with the user ID at Step S31, and as a
30 result, thereby the email address is retrievable with the
user ID. Therefore, inat Step S26, the content mailing
server 33 can deliver ~~by e-mail,~~ advertisement banner-
linked content to the end-user terminal 2 by e-mail.

Thus, ~~after the registration of~~ an e-mail address
35 together with a user ID is registered, an end-user can
obtain advertisement banner-linked content by a single
click operation.

The advertisement system of the present invention

may be modified in various ways. For example, the advertisement banner providing server 31 may read a plurality of advertisement banners from the database 35 so as to simultaneously carry the plurality of advertisement bannersthem on one web page of a partner web site 4, whereby the banners can be browsed simultaneously on a monitor screen of a user terminal 2. Alternatively, a set of different advertisement banners on a web page may be replaced after the elapse of predetermined time periods.

10 In both cases, a user is able to click on two or more banners on a web page.

As described above, a personal computer or a mobile phone is employed as the user terminal 2. However, it should be noted that only mobile phones that are allocated unique user IDs by a partner web site 4 can be utilized as end-user terminals at present, because mobile phones are not currently provided with an individual identification function utilizing -cookies. If this function is provided in mobile phones, mobile phonesthey will be able to be

20 utilized as user terminals 2 even though they are not assigned user IDs.

The advertisement system according to the present invention manifests itself as a significantly effective advertisement system both for users and advertisers, and also for partner web sites on which web pages that are linked to advertisement banners are carried.

25

To illustrate the significance of the present invention, it is estimated that ~~in conventional advertisement systems on the Internet,~~ the number of end-users who click on advertisement banners to access advertisement content-linked web pages-linked web pages is in the order of just 1% of total users in conventional advertisement systems on the Internet. This can be attributed to the difficulties of constraint and the circumstances~~circumstance~~ as mentioned above in the summary

30

35 section of this specification. The advertisement system according to the present invention allows an end-user to view -detailed advertisement information or a banner-linked

content both at their leisure and repeatedly, since such advertisement information or banner-linked content is delivered by e-mail. In addition, such a content can be obtained by e-mail by using a single click operation.

- 5 Needless to say, a system which allows such convenient and unobtrusive delivery of advertising content will have a big impact on the number of sales for such content generators. In addition, at the most one click per visit is counted at the most for a partner web site, resulting in a relatively
- 10 low cost per click (CPC) for the partner web site. However, ~~since in the system of the present invention~~ when an end-user clicks on an advertisement banner on a web page of a partner web site, the end-user is not taken to the advertiser's web page in the system of the present
- 15 invention, a plurality of advertisement banners can be browsed simultaneously at an end-user's ~~end-user's~~ terminal and all of the browsed banner-linked content can be downloaded conveniently by e-mail. Accordingly, each time an end-user clicks on a banner, the click can be counted,
- 20 thereby leading to an increase in advertising revenue for the respective partner sites.

INTERNET ADVERTISEMENT SYSTEM

ABSTRACT OF THE DISCLOSURE

An Internet advertisement system ~~is provided~~ which
utilizes an advertisement server site and at least one
partner web site. The partner web site provides to end-
5 user terminals by e-mail a web page on which one or more
banners that are provided from an advertisement server site
~~(3)~~ are inserted. When a user clicks a browsed banner,
content that is linked to the clicked-on banner ~~clicked-on~~
is retrieved from a content database and delivered to the
10 user by e-mail.